

September 6th, 1945

Mr. Les Quailey
N. W. Ayer and Sons, Advertising
Washington Square
Philadelphia, Pa.

Dear Mr. Quailey:

Pursuant to our telephone conversation this morning, here are the brief details on the Princeton football agreement. The boys at WPRU, The Princeton College radio station which serves only the college campus, wish to know whether Atlantic Refining would waive their exclusive rights to broadcast Princeton University football games.

I understand Atlantic has done favors of this sort for college stations in the past, but the Princeton Athletic Committee would feel easier about their part in granting such broadcasting permission, if Atlantic could give some sort of specific authorization.

If necessary you can secure further details on these proposed WPRU football broadcasts by directly contacting the President of the Princeton campus station, Charles Neibel, c/o of the station.

I am sure that this arrangement may be worked out to the benefit of everyone concerned.

Sincerely yours,

Lincoln Diamant
Business Manager

LD:dl

Dear Charlie:

This fellow Quailey sounded very cooperative over the telephone, perhaps you can even wangle some Atlantic sponsorship out of the deal before you are done. Good Luck!

Lincoln Diamant